



PRESS RELEASE

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Covered California Announces Addition to Senior Leadership *Jeffrey Rideout, MD, Senior Medical Advisor*

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EXECUTIVE DIRECTOR

Peter V. Lee

SACRAMENTO, Calif. – Covered California Executive Director, Peter V. Lee, today announced Dr. Jeffrey Rideout will come on-board as the Senior Medical Advisor to Covered California. In his role as Senior Medical Advisor, Rideout will help shepherd Covered California through the process of establishing innovative care and payment models, while assuring that contracted health plans are focused on delivering high quality care, and promoting prevention.

Covered California is committed to expanding health care coverage for Californians, improving health care delivery, and curbing growth in health care costs. The Affordable Care Act encourages the establishment of these new care models as part of the implementation of health care reform.

“Having Dr. Rideout on our team is a huge asset in fostering our goal of encouraging a health care system that delivers higher quality care, while lowering costs, and positioning Covered California to be the leader in promoting needed changes in the health care delivery system,” said Lee.

Rideout is a twenty year veteran of California health care, and currently serves on the Board of Directors for the Pacific Business Group on Health and the Integrated Healthcare Association. Additionally, Rideout has held leadership roles in health plans and health information technology companies, and has represented major private sector employers in seeing that their benefits and plan contracts meet the needs of their employees.

He is a faculty member of the UC Berkeley Haas School of Business where he teaches a regular MBA course related to health care, and has been recognized nationally for his work and commitment to innovation in health care. A former Rhodes Scholar and graduate of Harvard Medical School, Rideout is a Fellow of the American College of Physicians.



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About Covered California

California is the first state to create a health benefit exchange following the passage of federal health care reform. Covered California is charged with creating a new insurance marketplace that allows individuals and small businesses to purchase competitively priced health plans using federal tax subsidies and credits. Coverage starts in 2014.

Covered California is overseen by a five-member board appointed by the Governor and Legislature; the California Health and Human Services Secretary serves as an ex officio voting member and is its current Chair.

For more information on Covered California, please visit www.healthexchange.ca.gov.

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